

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT1. CONTRACT ID CODE
01PAGE OF PAGES
1 52. AMENDMENT/MODIFICATION NO.
023. EFFECTIVE DATE
See Block 16C4. REQUISITION/PURCHASE REQ. NO.
N/A

5. PROJECT NO. (If applicable)

6. ISSUED BY

CODE

PS33/MGH

7. ADMINISTERED BY (If other than Item 6)

CODE

PS33/MGH

Procurement Office
George C. Marshall Space Flight Center
National Aeronautics and Space Administration
Marshall Space Flight Center, AL 35812

Edgar F. Sanchez
TEL: 256-544-0175
FAX: 256-544-3223

8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State, and Zip Code)

Analytical Services, Inc.
689 Discovery Drive
Huntsville, Alabama 35806
Attn: Mary T. Griffith (256) 890-0083
Email: Griffith@asi-hsv.com

(x)

9A. AMENDMENT OF SOLICITATION NO.

9B. DATED (SEE ITEM 11)

10A. MODIFICATION OF CONTRACT/ORDER NO.

NNM04AA56D

10B. DATED (SEE ITEM 13)

01/16/04

CODE 0Z229

FACILITY CODE 101234

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers ☐ is extended, ☐ is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

N/A

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

(x) A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.

B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).

C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:

X D. OTHER (Specify type of modification and authority)
Far 43.103 (a) and FAR 52.243-1, ALT I

E. IMPORTANT: Contractor ☐ is not, ☒ is required to sign this document and return 3 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

	Total Fixed Price	Total Sum Allotted
Previous	\$ 2,231,528	\$ 2,231,528
This Action	\$ 0	\$ 0
New Total	\$ 2,231,528	\$ 2,231,528

****See Page 2 for description of modification.**

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)

Mary T. Griffith/Chief Procurement Officer

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

Warren G. Jones, Jr.
Contracting Officer

15B. CONTRACTOR/OFFEROR

15C. DATE SIGNED

16B. UNITED STATES OF AMERICA

16C. DATE SIGNED

Mary T. Griffith
(Signature of person authorized to sign)

4/21/05

BY Warren G. Jones, Jr.
(Signature of Contracting Officer)

APR 25 2005

NSN 7540-01-152-8070

PREVIOUS EDITION UNUSABLE

30-105

STANDARD FORM 30 (Rev. 10-83)
Prescribed by GSA
FAR (48 CFR) 53.243

The purposes of Modification No. 2 are to: a) update Section F.2, Reports of Work, with the correct Contracting Officer and Contracting Officer Technical Representative and b) execute a no cost change by revising the Statement of Work (SOW) for Option Period 1 to better reflect the contractors role in supporting of the Office of Strategic Communications in lieu of the cancelled Orbital Space Plan Program. Therefore, the contract is modified in the following particulars:

- A. Under Section F, Clause F.2, make the following modification:
- Update to reflect the current Contracting Officer, Edgar F. Sanchez and Contracting Officer Technical Representative, Tiffani Danner, for this contract.
- B. Under Section J, Attachment 1, make the following modifications:
- 1.) Statement of Work (SOW):
- Under the "Title", replace the sentence, "Orbital Space Plan Program" with "Special Planning, Analysis and Integration Support .
 - Under the "Introduction –Objective and Scope," delete the first and third paragraphs in it's entirety and revise the second paragraph to read as follows:
"The objective of this statement of work is to obtain assessment, recommendations and guidance on the planning, analysis, and development of Marshall Space Flight Center (MSFC); including the office of Office of Strategic Communications (OSC), its investment areas, and it management systems as an integrated organization. The contractor shall provide services to support the improvement of integrated management systems through strategic analysis and strategic knowledge database development; systems-based planning and implementation; web based, multi-media, and traditional communications systems; and the formal accountability meetings system."
 - Under "Specific Tasks" make the following modifications:
 - Under section entitled Task1, "Program Planning and Integration", revise the first, second, and third paragraphs to read as follows:
"The contractor shall provide personnel to support Marshall Space Flight Center: including the Office of Strategic Communications in providing the framework and tools for setting comprehensive agendas, allocating work and resources and base lining and monitoring MSFC/OSC Plan implementation. The contractor shall support the development of MSFC products, including, but not limited to, Center/Office plans. Program work breakdown structures, performance assessment reports and balanced score card, external agency reporting, and annual Operating Plans."
 - "The contractor shall support the Marshall Space Flight Center, including the Office of Strategic Communications, management team in understanding the level of integrated capabilities and discipline that currently exist within the Center, evaluating both the structural integration (the systems, processes, and tools) and the integration of the organization. This shall include a continuous evaluation of the NASA and Marshall

culture to identify obstacles to, and enablers of, change, and detailing information about the agency and center as a whole, as well as data specific to the various management systems. The contractor shall support the management team in evaluating the findings and in understanding their causes. The contractor shall maintain recommendations for the MSFC management team that outline the systems necessary to create and manage an integrated acquisition management organizational structure and culture.”

“Additionally, the contractor shall assist the MSFC management team in integrating the activities that the Center has set out to accomplish by coordination and integration of key messages and decisions. This support shall involve:”

- “Monitoring the status of MSFC; including the Office of Strategic Communications agendas to ensure that they are progressing on time and according to plan.
 - Collecting and distributing the information and decisions needed to keep the Center; including the Office of Strategic Communications moving forward in the right direction.
 - Alerting the senior management team as accountability reports or deadlines come due.
 - Acting as the communications integration center, transmitting critical information and decisions from senior management to those who need it.”
- Under section entitled Task 2, “Strategic Research and Analysis”, revise the first sentence and second bullet to read as follows:
- “Recognizing that space exploration is a market-driven industry, Marshall Space Flight Center manages a formal strategic research and analysis system as an integral input to planning and development. This system:”
- “Identifies and defines the best-practice Government agencies with whom to establish partnerships for interoperability, sustainability, and affordability of operation infrastructure.”
- Under section entitled Task 3, “Strategic Research and Analysis” revise the first and second sentence (including the bullet under the 2nd sentence) to read as follows:
- “The Stakeholder Integration System enables the Center to integrate MSFC stakeholder values with management planning strategies by performing the following Activities:”
- “Stakeholder integration provides a crucial interface with the MSFC end-users and is especially important for ensuring timely and appropriate feedback from the end user for informed senior management decisions.”

- “Development and management of strategic image and MSFC positioning in the national space infrastructure.”

- Under section entitled Task 4, “Program Communication Integration” revise the first paragraph and second bullet to read as follows:

“The Office of Strategic Communications generates and communicates information about Marshall’s progress and plans in order to educate both internal and external audiences. The MSFC Communications Integration system provides timely and accurate information to NASA management and personnel, stakeholders, and governing bodies to:”

- “Facilitate and improve understanding of specific NASA/Marshall Space Flight Center, goals and objectives.”

- Under section entitled ID/IQ, delete the second paragraph in its entirety and revise the third paragraph to read as follows:

“The contractor shall maintain an interactive knowledge base that MSFC leaders use to plan, manage, integrate, and advance NASA and Marshall Space Flight Center. Systems and Tool enable quantitative and qualitative research and analysis of internal and external environments, and provide a strong link to MSFC stakeholders – especially end users. This enables real time integration of customer requirements, facilitating the Acquisition Management System for managing requirements, risk, and performance based contracting, as well as the Quality Management System for continuous improvement of MSFC system and processes.”

- Under the section entitled Deliverables, delete the first (1) bullet (renumbered the remaining bullets) and revise the new first (1)sentence to read as follows:

“1. Weekly maintenance of the database developed by ASI of all products delivered or modified by the contractor for each week.”

- C. In consideration of the modifications(s) agreed herein as complete equitable adjustment for all claims arising out of or attributable to issuance of the contract change(s) and or contractor proposals listed below, the Contractor hereby releases the Government from any and all liability under this contract for further equitable adjustments attributable to such facts or circumstances giving rise to said contract change(s) and/or contractor proposals, and for such additional obligations as may be required by this modification.
- D. The modifications made in A and B are reflected in total on the changes page(s) enclosed herein. In order to reflect the change(s) made, the page(s) listed below are hereby deleted from, or added to Order: NNM04AA56D. A vertical change bar is included in the right margin in the specific area(s) of change.

Page(s) Deleted

F-1

Section J, Attachment 1 (Option 1)

Page(s) Added

F-1

Section 1, Attachment 1 (Option 1)

- E. Except as provided herein, there are no other changes to Order NNM04AA56D.

SECTION F - DELIVERIES OR PERFORMANCE

F.1 LISTING OF CLAUSES INCORPORATED BY REFERENCE

NOTICE: The following contract clauses pertinent to this section are hereby incorporated by reference:

I. FEDERAL ACQUISITION REGULATION (48 CFR CHAPTER 1)

CLAUSE

NUMBER	DATE	TITLE
52.242-14	APR 1984	SUSPENSION OF WORK
52.242-17	APR 1984	GOVERNMENT DELAY OF WORK
52.247-34	NOV 1991	F.O.B. DESTINATION

(End of Clause)

F.2 REPORTS OF WORK

The contractor shall submit Monthly/Quarterly Reports of all work accomplished during each month of order performance. Reports shall be in narrative form, and brief and informal in content. Monthly reports shall include: (1) A quantitative description of work performed during period; (2) An indication of any current problems which may impede performance or impact program schedule and proposed corrective action, and; (3) A discussion of the work to be performed during the next monthly reporting period.

These reports shall be submitted in the number of copies and to the addresses indicated in paragraph below entitled "Reports Distribution."

A. Final Report: The contractor shall submit a Final Report documenting the new models developed and technical findings. The Final Report documents and summarizes the results of the entire work, including recommendations and conclusions based on the experience and results obtained. It shall include principles, procedures, and methods of application that would be generally applicable to utilization of the results of the study. The contractor shall distribute copies of the Final Report in the quantities and the addresses indicated in paragraph below entitled "Reports Distribution."

B. Reports Distribution: Reports shall be emailed to all listed. Reports shall be clearly marked to indicate the task order number. A copy of the transmittal letter showing distribution of reports shall be furnished.

<u>Name & Office Code</u>	<u>Monthly/Quarterly</u>	<u>Final</u>	<u>E-mail</u>
Edgar F. Sanchez/PS33	1	1	Edgar.F.Sanchez@nasa.gov
Tiffani Danner/CS01	1	1 *	Tifanni.S.Danner@nasa.gov

*One CD and one paper copy of the final report

(End of Clause)

[END OF SECTION]

**Marshall Space Flight Center / Office of Strategic Communications
Planning, Analysis and Integration Support
OPTION 1**

Introduction – Objective and Scope

The objective of this Statement of Work (SOW) is to obtain assessment, recommendations and guidance on the planning, analysis, and development of Marshall Space Flight Center (MSFC); including the Office of Strategic Communications (OSC), its investment areas, and its management systems as an integrated organization. The contractor shall provide services to support the improvement of integrated management systems through strategic analysis and strategic knowledge database development; systems-based planning and implementation; web-based, multi-media, and traditional communication systems; and the formal accountability meetings system.

Specific Tasks -

Task 1 Program Planning and Integration

The contractor shall provide personnel to support Marshall Space Flight Center; including the Office of Strategic Communications in providing the framework and tools for setting comprehensive agendas, allocating work and resources, and baselining and monitoring MSFC / OSC Plan implementation. The contractor shall support the development of MSFC products, including, but not limited to, Center / Office plans, program work breakdown structures, performance assessment reports and balanced scorecard, external agency reporting, and annual Operating Plans.

The contractor shall provide support to the Marshall Space Flight Center; including the Office of Strategic Communications senior management team in understanding the level of integrated capabilities and discipline that currently exist at the Center, evaluating both the structural integration (the systems, processes, and tools) and the integration of the organization. This shall include a continuous evaluation of the culture to identify obstacles to, and enablers of, change, and detailing information about the organization as a whole, as well as data specific to the various management systems. The contractor shall support the management team in evaluating the findings and in understanding their causes. The contractor shall maintain recommendations for the MSFC / OSC senior management team that outline the systems necessary to create and manage a strategically integrated management organizational structure and culture.

Additionally, the contractor shall assist the MSFC / OSC senior management team in integrating the activities that the Center has set out to accomplish by coordination and integration of key messages and decisions. This support shall involve:

- Monitoring the status of MSFC and OSC agendas to ensure that they are progressing on time and according to plan.

- Collecting and distributing the information and decisions needed to keep the Center moving forward in the right direction.
- Alerting the senior management team as accountability reports or deadlines come due.
- Acting as the communications integration center, transmitting critical information and decisions from senior management to those who need it.

Task 2 Strategic Research and Analysis

Recognizing that space exploration is a market-driven industry, Marshall Space Flight Center manages a formal system as an integral input to planning and development. This System:

- Identifies and defines best-practice Government agencies with whom to establish partnerships for interoperability, sustainability, and affordability of operations infrastructure.
- Gathers, stores, retrieves, and analyzes the strategic direction, technology initiatives, and capability platforms of multiple entities against the National Space Policy.
- Establishes critical points of contact with selected agencies to enable formal and informal structured discussions with NASA at multiple levels. Included in this analysis are:
 - Charters and governance
 - Requirements management
 - Funding stability
 - Budget processes and schedules
 - Acquisition systems and program complexity
 - Technology priorities
 - Organizational structure and culture
 - Decision processes.

The contractor shall provide the research and analysis of macro- and micro- environment trends; stakeholder requirements analysis; special events intelligence development and analysis; differentiated database development; integration of technology and market forecasts; and informing the development of strategic campaign documents, both internal and external.

Task 3 Program Stakeholder Integration

The Stakeholder Integration System enables the Center to integrate MSFC stakeholder values with management planning strategies by performing the following activities:

- Establishing a series of listening posts among specific stakeholders—individually and collectively—as the integrating foundation of the stakeholder knowledge database

- Seeking definition among various stakeholders of what is important, measuring satisfaction, anticipating future requirements, and including those value propositions in planning
- Enhancing the development of a lean organization focused only on retaining systems and processes that add value to the end-user.

Stakeholder integration provides a crucial interface with the MSFC end-users and is especially important for ensuring timely and appropriate feedback from the end-users for informed senior management decisions.

The contractor shall provide personnel to support the stakeholder integration system through the following:

- Quantitative and qualitative research and analysis of internal and external environments
- Development and management of strategic image and Marshall positioning in the national space infrastructure.

Task 4 Program Communications Integration

The Office of Strategic Communications generates and communicates information about NASA / Marshall Space Flight Center's progress and plans in order to educate both internal and external audiences. The Communications Integration system provides timely and accurate information to NASA management and personnel, stakeholders, and governing bodies to:

- Identify and communicate key program messages, internally and externally,
- Facilitate and improve understanding of specific NASA / Marshall Space Flight Center goals and objectives,
- Improve overall information sharing and exchange, by producing a wide range of products that represent the Agency's vision/mission, as well as supporting its extensive political and public outreach initiatives,
- Add to the aerospace knowledge base.

ID/IQ TASKS

The contractor shall provide personnel to support development and/or review a variety of program products. These include, but are not limited to, the following:

<ul style="list-style-type: none">• Animation• Annual reports• Biographies• Briefings• Brochures	<ul style="list-style-type: none">• Executive correspondence• Graphics and Videos• Management documents• Multimedia• Newsletters	<ul style="list-style-type: none">• Public affairs documents• Speeches• Strategic plans• Technical reports• White papers
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The contractor shall maintain an interactive knowledge base that MSFC leaders use to plan, manage, integrate, and advance NASA and Marshall Space Flight Center. Systems and tools enable quantitative and qualitative research and analysis of internal and external environments, and provide a strong link to MSFC stakeholders — especially end-users. This enables real-time integration of customer requirements, facilitating the Acquisition Management System for managing requirements, risk, and performance-based contracting, as well as the Quality Management System for continuous improvement of MSFC systems and processes.

Deliverables

1. Weekly maintenance of the database developed by ASI of all products delivered or modified by the contractor for each week.
 2. Monthly written report provided electronically to the COTR and CO.
- COTR will verify delivery when certifying any invoices submitted by the contractor.

Travel Requirements - The primary work location will be at MSFC. The nature of the work will require travel to various government and contractor sites for two to five days, every 10 to 12 weeks. The contractor will be given access to necessary facilities, data, and documentation relative to planning and control processes and objectives, including prime contractor(s).